



Natalie Lim Yen Kuan
Partner

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Natalie is a partner in the Intellectual Property, Telecommunications, Media and Technology (TMT) and Privacy and Data Protection practice, and regularly advises domestic and international clients in various sectors on complex legal and regulatory matters relating to communications, IT, e-commerce, data protection, intellectual property and gaming.

Specifically in the TMT sector, she advises clients on their infrastructure and services such as satellite communications, fibre and terrestrial wireless connectivity, data centre and cloud services, traditional broadcasting and OTT services, connected cars and telematics, encryption and import/export controls.

Natalie also advises various multinational and local companies on data protection issues, ensuring compliance with data protection laws, and drafts the necessary documents such as consent forms, privacy policies, data processing and data transfer agreements and providing strategic advice on highly sensitive matters such as data breach incidents.

Her expertise includes advising on, drafting and negotiating technology agreements such as outsourcing, licensing (including CaaS and SaaS), development and systems integration as well as intellectual property licence and assignment agreements.

Key Practice Areas

Technology, Media and Telecommunications
Privacy and Data Protection
Entertainment, Gaming and Media
IP Registration and Prosecution

Selected Experience

Telecommunications, Media and Technology

- ❖ Advised on various issues relating to the Communications and Multimedia Act 1998, its regulations and guidelines, including the regulation of communications and multimedia services, licensing requirements, content regulation, interception of communications, technical codes, consumer protection, spectrum assignment, universal service provision and digital signature.
- ❖ Assisted clients in their advocacy efforts and securing the necessary regulatory authorisations, licences and registrations with the Malaysian Communications and Multimedia Commission (“MCMC”).

- ❖ Appointed to serve on the Banking & Finance sub-working group within the national 5G Task Force established by MCMC.
- ❖ Advised a party involved in the national Digital Terrestrial Television (DTT) project for the implementation of DTT services in Malaysia, a nationwide transition from analogue to digital TV transmission.
- ❖ Advised clients on the provision of 5G, 4G and 2G services, focusing on wholesale, domestic roaming and multi-operator core network arrangements.
- ❖ Advised a foreign state-owned space agency and other satellite operators on their satellite projects, assisting them in navigating the regulatory requirements concerning satellite services, gateways and user terminals.
- ❖ Advised Malaysia's first subscription-based music, podcast and Video-on-Demand (VOD) operators regarding their market entry in Malaysia.
- ❖ Advised one of the world's largest internet-based companies specialising in technology-related communications market on the regulation of its various mobile services including its messaging and VoIP services, mobile payment and music streaming services.
- ❖ Advised various fibre network infrastructure operators, guiding them through the complex matrix of approvals, permits and licences applicable to their terrestrial and sub-sea fibre deployment.
- ❖ Advised a major social media and technology provider on various aspects of its activities in Malaysia including fibre deployment and broadband products, technical rules applicable to specific spectrum bands, content requirements and digital accessibility of its products and services.
- ❖ Advised various companies on the regulation of their automotive ecosystems. This included guidance on the integration and use of SIMs and chips in vehicles, key to the development of their smart, connected car technologies and IoT-enabled automotive solutions.
- ❖ Advised on and drafted a wide variety of commercial contracts used in the IT industry (e.g. outsourcing, licensing, software and system development, system integration, service levels, hosting, support and maintenance, and end user licence agreements).
- ❖ Advised on the supply of security operations centre (SOC) services by a company specialising in managed cybersecurity services and securing the integrity of IT assets, and prepared template agreements for the client's business.

- ❖ Conducted legal due diligence on companies in various industries including telecommunications, technology, insurance, electronic payment and media content.

Privacy and Data Protection

- ❖ Advised various multinational and local companies on data protection issues including compliance with the Personal Data Protection Act 2010 (“**PDPA**”) and industry laws, drafting the necessary documents such as consent and notice forms and assisting with registration.
- ❖ Drafted and reviewed agreements between various companies and third parties such as back-office IT/data processors, subsidiaries and related companies for compliance with the PDPA.
- ❖ Assisted various clients on the development of their SOPS/internal working procedures.
- ❖ Advised on specific governmental regulations in relation to privacy and data protection across various heavily regulated industries including telecommunications, healthcare, food, insurance and banking industries.

Entertainment, Gaming and Media

- ❖ Advised artists, producers and OTT providers on issues related to media and entertainment including content production, acquisition and protection, censorship and licensing of rights.
- ❖ Drafted various media and entertainment-related agreements.
- ❖ Advised on the legal and regulatory issues in Malaysia on online gaming.

IP Registration and Prosecution

- ❖ Advised on trade marks, copyright, patents and industrial designs.
- ❖ Advised on various commercial IP matters such as distributorship and licensing.
- ❖ Conducted legal IP due diligence on companies in various industries including manufacturing, insurance, electronic payment and provision of credit and charge cards and media content in connection with acquisitions and disposals.
- ❖ Advised various companies on issues relating to intellectual property in respect of joint ventures, mergers and acquisitions, and drafted the legal documentation for acquisition and licensing of intellectual property assets.

Qualifications

Qualifications:

Advocate and Solicitor, High Court of Malaya (2011)
Barrister-at-Law (Middle Temple) (2010)
LL.B (Hons), King's College London (2009)

Publications & Talks

TMT

- Moderator, “NFTs in e-Commerce and The Metaverse/Digital Assets”, International Malaysia Law Conference (IMLC).
- Co-Author, Update to LexisNexis Halsbury's Laws of Malaysia - Media & Communication.
- Co-Author, “5G in Malaysia Today”, Computer Law & Security Review.
- Co-Author, “Fintech Wave - Malaysia Onboard?”, Computer Law & Security Review.
- Co-Author, “Changing Landscape of Telecommunication Services in Malaysia”, Euromoney's Technology, Media & Telecommunications Expert Guides.

Data Protection

- Co-Author, the Malaysian Chapter of Lexology's Getting the Deal Through (GTDT) - Data Protection & Privacy 2023.
- Author, “Updates on the Malaysian Personal Data Protection Act 2010”, Computer Law & Security Review.
- Author, “Personal Data Protection Act 2010 FAQ”, Computer Law & Security Review.

Accolades

- Listed as ‘*Leading Partner*’ by Legal 500 Asia Pacific 2025 in TMT
- “*Natalie Lim is particularly good in telecoms.*” - Legal 500 Asia Pacific 2025
- “*Natalie Lim is excellent in handling all forms of telecoms work. Expertise is practical, detailed and balanced against commercial realities.*” - Legal 500 Asia Pacific 2024